Scott. II.-27—100,000—25-5-50

Public Works (STP) (1951.) Department.

Pub. SERIES.

G.O. No. 509.

509

Dated 5 - 2 - 1951

[Despatch Abstract.]

publicity -- photographs for publicity and other purposes -- sale -- fixation of price orders issued.

GOVERNMENT OF MADRAS
ABSTRACT

Publicity - Photographs for publicity and other purposes - Sale - Fixation of price - Orders issued.

PUBLIC WORKS DEPARTMENT (I.&P)

G.O.Ms.No.509. Dated 5.2.1951.
Read the following:

G.O.Ms.No.2958, Public Works (Information and Publicity) Department, dated 9.8.49.

ORDER:

Photographs are taken by the Information and Publicity Department for publication in the Madras Information and other publications and also on special occasions. Demands are frequently made by private parties, institutions etc. for copies of these photographs. The Government have examined the question of the prices to be fixed for these photographs and they direct that prices be fixed with reference to the following classification:-

(1) Those intended purely or mainly for giving wide publicity to Governmental activities and which are ordinarily published in the Madras Information or other publications issued by the Government, and

(2) Those taken on special occasion which have no such publicity value and which are not intended for publication in Madras Information etc.

2. The photographs of the first class will be supplied free to newspapers etc. for BONAFIDE publicity purposes. For private individuals and institutions, quasi-Government institutions etc. for purposes other than publicity, the following rates will be charged:-

¼ size	....	As. 8/- per copy.
Cabinet size	....	Rs. 1/- per copy.
Full size	....	Rs.1-8-0 per copy.

Special rates will be charged if and when necessary for special sizes. Copies of photographs falling under the second class will be supplied to private individuals and institutions and quasi-Government institutions at the following rates:-

¼ size	- First 3 copies	Rs.5/-	Every Addl.copy	As6/-
Cabinet	..	Rs.8/-	..	As.12/-
Full size	..	Rs.15/-	..	Rs.1-4-0.

A discount of 25% on the above rates will be allowed to Government institutions.

The prescribed charge is payable in advance along with the application for copies.

3. Special permission of the Director of ~~Public~~ Information and Publicity should be obtained, if it is desired to reproduce the photographs in books and other publications. The Director of Information and Publicity will decide in which cases such permission should be granted and a reproduction fee will be fixed by him, based on the nature of the photograph and the purpose for which it is sought to be reproduced.

4. A register in the form appended should be maintained

P.T.O.

MN 29/10

in the office of the Director of Information and Publicity to show separately the amounts collected by sale of photographs. This register will be checked once a month by the Director of Information and Publicity.

(BY ORDER ETC.,)

(Sd.) x x x
Secretary to Government.

To
The Director of Information and Publicity.
The Accountant General, through Finance.
The Finance Department.

Copy to:
The Central Cash Bureau.
The Staff Photographer.
The ~~Assistant~~ Accountant, Information and Publicity.

A P P E N D I X.

Name etc of applicant.	Particulars of the photo-graph asked for, size and No. of copies.	Prescribed charges.	Date of receipt of the amount.	Date of supply of copies of the photographs.	C.No.of the reference.
(1)	(2)	(3)	(4)	(5)	(6)

/True Copy/.

K. Nagarajan 29.10.56
SUPERINTENDENT.
Madras Record Office, Madras.

Vn.26.10.

29/10